



Growing Leaders
for

Global Gospel Impact



[www.abhe.org/
leadership-development](http://www.abhe.org/leadership-development)

WORKSHOP OVERVIEW

This workshop will explain six emerging trends that are impacting marketing and communication in higher education. You will gain practical insight and skills to help your school take full advantage of these tactics to better impact your bottom line in multiple ways:

- ▶ Save time, effort and money
- ▶ Streamline roles in marketing & communications
- ▶ Increase enrollment & donations

A workshop designed for leaders in marketing, enrollment and development.

Six Emerging Marketing Trends in Higher Education

Presenter

Bart Caylor, President, Caylor Solutions

DAY ONE | Wednesday, February 8

8:30 – 9:30

Session 1 — The Power of Content

- What is content marketing and how can it impact your communications?
- Storytelling
- Blogging
- Curating content valuable to constituents
- Formats and planning
- 3 Things to do when you get back to campus

9:30 – 10:00

Q & A Discussion

10:00 – 10:30

Refreshment Break

10:30 – 11:30

Session 2 — The YouTube Phenomenon

- Generation Z and content consumption
- The basics of YouTube, Vimeo, and social media video channels
- Types of video content
- Live streaming
- Generating video content on a shoestring budget

11:30 – 12:00

Q & A Discussion

12:00 – 1:00

Lunch on your own

1:00 – 2:00

Session 3 — Inbound Marketing

- Outbound vs. inbound – explanation
- Cost-benefits
- Understanding your audience and personas
- Email nurturing
- Marketing automation
- Added business intelligence

2:00 – 2:30

Q & A Discussion

2:30 – 3:00

Refreshment Break

3:00 – 4:00

Session 4 — Personalization — Show Me That You Know Me

- What is personalization
- Why it works with Gen Y and Z
- 6 Ways to use personalization to better connect
- 3 Things to do when you get back to campus

4:00 – 4:30

Q & A Discussion

4:30 –

Dinner on your own

DAY TWO | Thursday, February 9

8:30 – 9:30

Session 5 — Automation — Multiply Your Effectiveness

- What is automation?
- Automate for efficiency and effectiveness
- 5 Ways to save time and effort
- How you can invest \$10-30 per month to save more than 10 hours per month

9:30 – 10:00

Q & A Discussion

10:00 – 10:30

Refreshment Break

10:30 – 11:30

Session 6 — Digital Responsiveness & Mobile Trends

- Living in a mobile world
- Mobile first
- Gen X, Y, and Z and use of mobile tech
- Responsive design and your communications
- 3 Things to do when you get back to campus

11:30 – 12:00

Q & A Discussion & Wrap-up